




Maud King-Lewis

marketing & communications

CONTACT

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PROFESSIONAL SKILLS

ADOBE CREATIVE SUITE

Daily use of Illustrator, Photoshop, InDesign and Premier Pro for print, social, digital and video.

GRAPHIC DESIGN

Specialize in logos, branding and infographics to communicate large amounts of data

SALES PRESENTATIONS AND RFP

Strengths in presentations proposals design, copy writing and pitches. Former weather anchor for PBS affiliate provides excellence in speaking and presentation skills.

PROFILE

Over 15 years experience as a creative marketing director. My success includes a variety of media platforms including social, video, web design & print. I'm passionate about creating unique customer experiences through popups, themed events and immersive experiences.

My expertise includes multi-channel campaign strategy design, concept/creative development, messaging for target markets and engagement management at the executive level.

WORK EXPERIENCE



SEPT 2023 - CURRENT

BROKEN YOLK CAFE FRANCHISING, LLC

Sr. Marketing Director

Responsible for overseeing the planning, developing, and executing fully integrated, multi-channel marketing strategies to support 38 franchised locations.

Lead the team responsible for promotions, product campaigns, special events, media and brand communications, PR, social media & influencer partnerships and reputation management.

Manage the marketing team personnel including Creative Marketing Manager, Graphic Designer, Social Media, Reputation Manager and three Local Marketing Managers.



MAY 2021 - SEPT 2023

THE DEWITT COMPANIES

Creative Marketing Director

Led a team of designers, copywriters and content creators to develop visually stunning and compelling marketing assets across various channels including digital, print, and social media. Ensured brand consistency and innovation in messaging and visuals to capture the attention of B2B and B2C customers.

- Design landing pages, RFPs, powerpoint templates and presentations
- Spearheaded development and launch of several new brands including website and logo design, vehicle wraps, color pallets, etc..
- Develop visual identity for six companies under the corporate umbrella
- Partnered with digital marketing to optimize SEO, driving web leads, retargeting ads and google metrics.
- Developed video content for internal and external audiences.



FEB 2008 - AUGUST 2020

EUREST

Creative Marketing Manager

Experienced, entrepreneurial creative marketing professional responsible for maximizing Eurest (+\$2b annual rev) presence and driving customer loyalty.

- Editor of bi-weekly newsletter, monthly promotions calendar and design
- Managing editor of annual marketing + innovations magazine
- Strategic promotion planning and development
- Led redesign of digital signage platform
- Executive producer of bi-weekly podcast
- Manage multiple graphic designers, copy writers and video editors



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Division Marketing Director JAN 2014 - JAN 2019

Oversee marketing and communication, merchandising, communications and PR for **+\$318.4M annual rev.** Strengths include marketing plans, sales presentations, trainings, grand openings and special events.

- Creative director for popup shops including visuals, music and design elements
- Brand Development, Marketing Strategy & Analysis
- Strategic Promotions Planning
- Client Engagement Management



Marketing + Business Development FEB 2008 - JAN 2014

Manage client relationships at executive level communication of campaign activities/results, quarterly and annual business reviews, recommendations for employee programming and ad hoc support as required for general day-to-day marketing and communications.

- Supported UX/UI design for touch screen audio visual equipment
- Lead concept development, creative strategy and vendor engagement to support objectives, revenue targets and program positioning
- Create, track and analyze success metrics to identify effectiveness of programs, offers and product mix.
- Created all sales and promotional collateral, creative copy for web and print while driving branding



Management Training Program NOV 2005 - JAN 2008 ENTERPRISE RENT-A-CAR

VARIOUS POSITIONS

Specialized in communications for corporate accounts, military, Government and film productions. Worked closely with corporate marketing department to coordinate insurance company involvement in events including collateral design and selection of promotional materials

- Led team in monthly success metrics for 3+ years
- Prepared monthly overviews and reserve performance predictions for senior management
- Selected by Vice-President to lead all marketing efforts for Employee Recognition events

EDUCATION



NEW MEXICO STATE UNIVERSITY BACHELOR OF ARTS
Graduated December 2003 - Journalism and Mass Communications



Activities and Societies: Zeta Tau Alpha, Panhellenic Vice President of Activities, President of Dancers Unlimited, GreekSpeak Editor, Recruitment Counselor, NMSU Broadcasters Association, New Student Orientation Leader



Order of Omega National Honor Society
Rho Lambda National Honor Society
Gamma Sigma Alpha National Honor Society